

# Give Us Some Credit!

## Acknowledgement Requirements and a Promotional Toolkit for MCACA Grant Recipients

Congratulations on the receipt of your grant award! We hope the following pages will remind you of the importance of promoting your state-supported project to the taxpayers in your community, your legislators, your media partners and your organization's own membership.

Inside you will find, not only what is required in terms of promoting the MCACA grant award, but also some ideas on other steps you can take to thank those responsible for arts and cultural funding, enhance awareness of your project activities, and perhaps even leverage additional future support.

John Bracey  
Executive Director

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*michigan council for  
arts and cultural affairs*

An agency of the  
Department of History, Arts and Libraries  
[www.michigan.gov/arts](http://www.michigan.gov/arts)  
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# PROMOTION

As an organization receiving a grant award from the State of Michigan Council for Arts and Cultural Affairs (MCACA), you are required to live up to the terms and stipulations of your grant agreement. Part of that agreement is the use of the MCACA logo in your publications related to the funded activity, website, broadcast promotions etc. A high-resolution logo can be emailed to you from [jjbecke@michigan.gov](mailto:jjbecke@michigan.gov). A sheet of "camera ready slicks" are also available on request. If your grant award includes federal support through the National Endowment for the Arts, this will be indicated in your grant agreement. If you have received NEA support, the NEA requires that you acknowledge it by using their logo in your publications. The NEA logo can be found at [www.arts.endow.gov/manageaward/logos/](http://www.arts.endow.gov/manageaward/logos/)

Your grant agreement states: Grantee agrees to prominently display Council name and logo in printed and electronic materials including a reference on websites with a hyperlink to the MCACA home page. Support credit must also be included in broadcast promotion, stating as follows: "This activity is supported by the Michigan Council for Arts and Cultural Affairs."

When no printed material is used, verbal acknowledgment shall be given prior to each presentation. Copies of printing, photographs, advertising and program materials prepared for this activity must be forwarded to the Council.

But using the MCACA logo is only one way you can promote your project and its support by state government. As you are aware, many people in communities throughout the state are unaware of the long-term impact your programs have on the quality of life in your community. This impact goes beyond a quality arts or cultural experience, it also includes employee retention, business retention, cultural tourism, various other forms of economic impact as well as the educational impact your organization has on your community. Crediting MCACA in as many places as possible helps your community understand the impact of public funding on the arts.

Here are a few steps you can take to help better inform your entire community of the impact MCACA has on their daily lives:

Invite a MCACA Council Member, Director of the Department of History Arts and Libraries or the MCACA Executive Director to speak at one of your important events or functions. Invite the press to that event.

Write an opinion/editorial piece for your local newspaper on the importance of state arts and cultural funding to programs in your community, especially the impact arts have on the economy and education. The MCACA alerts the media, statewide, when grant awards are announced, but you may have better luck if you personally encourage them to do a story about your grant award.

Contact your local Arts Council or MCACA Regional Regranter, about your grant. There may be an opportunity to get your message out in newsletters other than your own.

Announce your grant award in your newsletter and explain to your members the significance of MCACA support. Attached is a sample newsletter article.

Contact your local board of education. Explain your programs and MCACA funding to them. Be sure to include their impact on your local schools. Encourage your school board or school superintendent to contact MCACA about other educational funding opportunities. Your local schools may also have a newsletter they mail to parents or to all residents in your district. You may want to do an article for them about the educational impact of your MCACA supported project.

Encourage your local media to attend your events. If they can't make it to your event, report back to them and encourage them to do a follow-up story, and share with them the impact of your MCACA grant.

Schedule your state senator or representative to announce your grant award at an event or performance and speak to the audience.

## OTHER IMPORTANT STEPS

Almost as important as informing your community about your MCACA grant award, is thanking your elected officials. Without their support at budget/appropriation time of the year, your grant award is not possible. A sample thank you letter is on page 5. You can find your legislator at [www.legislature.mi.gov/](http://www.legislature.mi.gov/).

The following are just a few steps you can take to ensure that your elected officials know their work is appreciated.

Contact the Governor's office to thank them for support of MCACA appropriation and thus the receipt of your grant.

Personally contact your area's Senator and House Representative "just to say thanks." Let them know how you feel about receiving a MCACA grant award.

Follow that call up with a one-page letter, thanking them for MCACA's appropriation and give them a brief description of the project and its impact (economic impact, educational benefits, underserved communities and access etc.).

Encourage your board members, community business leaders and even your audience or those who benefit directly to contact legislators to say "thanks" as well.

In your letter to legislators, list the private and/or corporate support used as matching funds. Who they are and how MCACA dollars have helped leverage those monies can be very important to legislators.

Invite them to all of your events. At one of these events, you may want to publicly thank them or recognize them for their support. Give them an opportunity to speak to your audience.

Make certain your elected officials are on your mailing list for newsletters, etc.

When you are working on your grant award article for your newsletter or other media, call your legislator's offices and get a quote from them on the importance of arts & culture and state support for your grant and its impact.

### Writing a News Release

According to the Michigan Press Association, five points are important to a good news release: Who, What, Where, Why and When. If possible a sixth, How, should be included.

It is important to get all of these points in the first sentence of your story. This is called the "lead" of the story. A good lead captures the attention of the reader and makes him or her want to know more about the story.

After the lead, get into the important details of the story. Each succeeding paragraph should be of declining importance. This is what is known as the "inverted pyramid" style of writing. It permits the editor to pick up the important facts of the story in the first few lines. Then, if the editor does not have space or time to use the whole release, it can be cut from the bottom, where the least important information should be given.

Be sure to check with the editor concerning their photo policies. Such things as using black and white film may be required. Always include a caption stating who, what, where, why and when.

## Tips

- Use short words, short sentences and short paragraphs. Two sentences make a paragraph in a good news story.
- Be brief. Almost every news release can be written on one or two double spaced pages.
- Always give the exact date in the news release. Specify the month (e.g. October 10 ) rather than saying "next month."
- List addresses as well as the name of the meeting place. Remember, you are writing for people who may not know your organization.
- Using figures? Spell out one to nine, use numerals from 10 up. Don't begin a sentence with a number.
- Forget adjectives.
- Never guess. Check every point of your release for accuracy, especially on times, places and names.
- Be brave. Don't be afraid to suggest something new if you honestly believe you have a workable idea.
- Be prompt in meeting deadlines. If copy has to be in the hands of the editor by 2 p.m. Wednesday, do it.

## Sample News Release:

For Immediate Release  
(YOUR CONTACT NAME)

(YOUR ORGANIZATION) has been awarded a grant of (\$XX) from the State of Michigan Council for Arts and Cultural Affairs (MCACA) . The grant was awarded through the MCACA peer review process and was one of more than 300 applications to compete for MCACA fiscal year 2009 funding.

(A QUOTE FROM YOUR LEGISLATOR: You may want to draft a quote for their approval that discusses the importance of state support for arts and culture in general and the quality of life or educational opportunities in your community etc.)

Organizations receiving a MCACA grant award are required to match those funds with other public and private dollars. Local support of the project included (YOU SHOULD LIST YOUR CORPORATE, FOUNDATION AND BUSINESS SPONSORS HERE. ESPECIALLY IF THE MEDIA OUTLET WAS ONE OF YOUR SPONSORS). (YOUR ORGANIZATION) also receives significant volunteer support from the community. (YOU MAY WANT TO LIST SOME OF THE VOLUNTEERS OR IN-KIND SUPPORT HERE. REMEMBER, NAMES SELL PAPERS.)

(YOUR PROJECT DESCRIPTION COULD GO HERE: ITS IMPACT ON COMMUNITY, INDIVIDUALS SERVED AND PRIVATE DOLLARS LEVERAGED)

The MCACA peer review process allows for each grant application to be competitively considered by a panel of in-state and out-of-state arts and culture professionals. This ensures the taxpayers, who support this project through legislative appropriations, and all other visitors or residents in Michigan will have access to the highest quality arts and cultural experiences.

MCACA has been appropriated approximately \$8 million to award to arts and cultural organizations across Michigan for fiscal year 2009. (YOUR ORGANIZATION) competed in the (NAME OF MCACA PROGRAM). A complete list of grant awards around the state is available by contacting MCACA at (517) 241-4011, or by visiting the MCACA website at [www.michigan.gov/arts](http://www.michigan.gov/arts).

### Sample Newsletter Article:

This past summer (YOUR ORGANIZATION) took part in a competitive grant process which resulted in an award of (\$XX) from the State of Michigan Council for Arts and Cultural Affairs (MCACA). (YOUR ORGANIZATION'S) application was just one of more than 300 MCACA received requesting funding for fiscal year 2009.

MCACA has received an appropriation from the state legislature, supported by Governor Jennifer Granholm, of approximately \$8 million for fiscal year 2009.

(YOUR PROJECT) competed in the (SPECIFIC MCACA PROGRAM). (DESCRIBE YOUR PROGRAM: WHAT AND WHO IT BENEFITS, THE IMPACT ON THE QUALITY OF LIFE, ARTISTICALLY, ECONOMICALLY, AND EDUCATIONALLY ON YOUR COMMUNITY, WHAT YOU LEARNED FROM THE MCACA PROCESS, AND HOW YOU FEEL ABOUT THE SIGNIFICANCE AND CONTINUED SUPPORT OF MCACA)

MCACA has 7 core grant programs. They administer one education-based program, the **Arts and Learning Program**. The **Capital Improvement Program** is for capital improvements to cultural facilities. The **Regional Regranting Program** is a program designed to distribute "mini-grants" around the state in order to create access to grant dollars closer to home. The **Arts Projects Program** funds discipline-based projects by arts and culture organizations, from theatre to music and dance. Other MCACA Programs are the **Anchor Organization Program** for large institutions, the **Partnership Program** and the **Local Arts Agencies & Services Program**.

For more information, contact MCACA at (517) 241-4011 or visit [www.michigan.gov/arts](http://www.michigan.gov/arts).

### Sample "Thank You" Letter:

The Honorable (Governor/ Senator/ Representative)  
Address

Dear Governor/ Senator/ Representative

We would like to take this opportunity to thank you for the recent grant award of \$XX from the Michigan Council for Arts and Cultural Affairs. It is because of your continued support of MCACA that we are able to provide our community with a quality cultural event.

Your support will allow us to (Summarize your project here. Include the audience it will serve and other benefits to your community.)

As you know, a grant from MCACA must be matched with other dollars. The grant has helped us leverage \$XX of support from ( list your financial supporters. In particular, foundations, corporations, local businesses as well as private individuals.)

We would also like to take this opportunity to invite you to attend a (performance, exhibition, class etc.,) so you can see first-hand what we do and how vital state support is to our efforts. To RSVP or to receive more information about this event, please contact (name) at (phone #, fax, email, website). We hope you will give a few opening remarks etc.

We promise to keep you informed of our efforts ( through our newsletter / regular news releases etc.)

Thank you again.

Executive Director / Board President